Instalily GTM Engineer Case Study

AI Powered Lead Generation and Outreach for Dupont Tedlar

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Project Overview

Objective: Build a prototype that streamlines outreach using AI for data enrichment and personalization

Scope: Targeting key individuals for DuPont Tedlar's signage and graphics line

Deliverables: Functioning dashboard with AI integrations, message generation, and activity tracking

Workflow Architecture

1. **Extract Events:** 'Scrapes' relevant industry events
2. **Enrich Companies:** Adds company info from 'scraped' events
3. **Find Contacts:** Adds placeholder or enriched contacts
4. **Infer Emails:** Defaults to linkedin for now, but would scrape internet/specific sites for [company] email formats
5. **Generate Outreach:** Uses GPT-4 via OpenAI API to generate messages
6. **Dashboard:** Search, track and interact

```
[(venv) Elis-MacBook-Pro:instalily-gtm-case elisherman910$ ls src
dashboard.py              extract_events.py        generate_outreach.py      test_openai.py
enrich_companies.py       find_contacts.py         infer_email.py
```

AI Workflow & Integration

OpenAI GPT-4: Generates personalized outreach + follow-ups

Clay API / LinkedIn Navigator (future): Placeholder contacts now; future plug-and-play enrichment supported

Data pipeline: CSV-backed, persistent session state

UI Features & Functionality

1. **Company & contact filters**

2. **Outreach and follow-up tracking**

3. **AI-generated message editing**

4. **Copy-to-clipboard + Snooze**

5. **Animated analytics & logs**
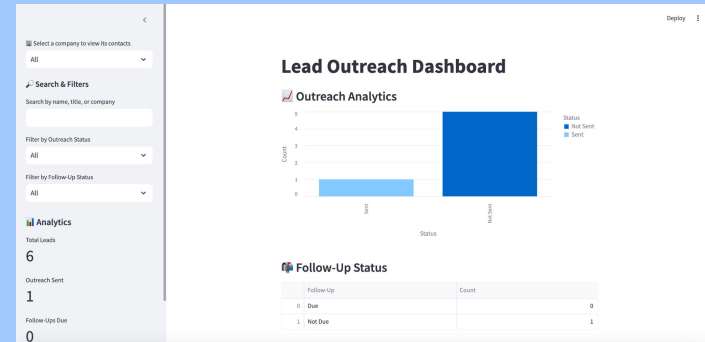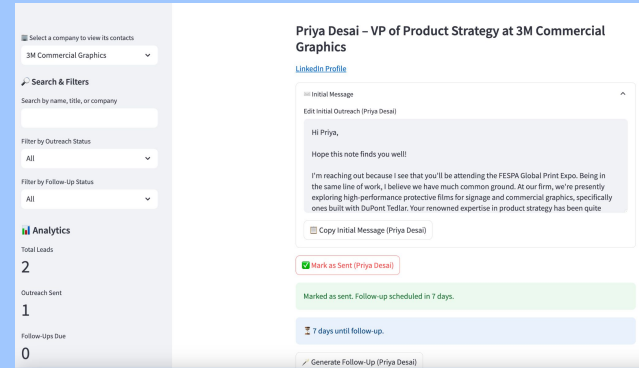
Next Steps:

1. **Swap placeholders with LinkedIn/Clay API integration**

2. **Add export to CRM**

3. **Improve UI polish & layout responsiveness**

4. **Among many others!**